

January 18, 1941

Mr. Glenn Charlton
Charlton Insurance Agency
Lawrence, Kansas

and

Mr. George Hedrick, Secy.
Chamber of Commerce
Lawrence, Kansas.

Gentlemen:

Last night I went out to Manhattan to scout the University of Nebraska vs. Kansas State College teams in action. While there I procured a program for the game. I am enclosing one for your inspection. It is rather a pretentious one, don't you think? But it is only similar to the one they have been getting out these past ten or fifteen years to my knowledge.

This season's Kansas State 1940-41 basketball program lists 89 separate advertisers, which shows that the community is either unsusceptible to high-pressure sales resistance for the smaller sport, or else a lot of people are interested in this "round ball" game, even though the Aggies have not showed much in the winning way for years and years. Perhaps they are hoping that someday they will win and they will have something to advertise. At least they are supporting the proposition.

You will recall that I had a meeting in the Chamber of Commerce room in early December with George Hedrick, Pat Maloney, Armin Woestemeyer, and Owen Carl. This was regarding the possibility of putting out a program for the University of Kansas which would capitalize on the long presence of Dr. Naismith's worth to the University. Also the winning teams that the University has had, combined with the great good that our other sports could do in rushing prospective high school students when they come in for our Big-Six games by giving each one of these visiting athletes a souvenir program as a memento. We would establish a definite contact and sales point with these eager high school boys.

You will recall that I specifically impressed the group present with the thought that we desired to make not one penny profit from the program, or any one of the athletes or any one else. We wanted a high-grade program that all the money could be put into the program and the benefit would come in getting better students and better athletes to the University. Our idea was to have pictures of Dr. Naismith, pictures of the Governor and the Chancellor, and our outstanding men of the University and the town in this program. It was not to be merely a program of advertisers.